

Abstract of the Disclosure

A ten pack carton blank is used to package ten packs in two rows with five packs in each row in side-to-side abutting relationship with one another. Perforated score lines are provided for separating an assembled ten pack carton into smaller multi-pack retail units. Each smaller multi-pack retail unit has at least one open end exposing the packs therein. By way of example, the perforated score lines may be arranged for separating an assembled ten pack carton into five, two pack retail units.

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